



More Price Points on British Airways Club Europe Shorthaul Services

In the spring of 2019, British Airways will enhance its competitive position in the European shorthaul market by introducing more Club Europe price points on British Airways operated shorthaul journeys.

New shorthaul semi flex price products in R, D & C classes will be available through all channels. New semi flex price products in I class will be available to trade partners who have an NDC connection in place, such as Lime.

FAQ

1. What are additional price points (APP)?

Simply speaking, this means that there will be more prices within each booking class.

2. Why is British Airways introducing more price points?

With more price points, British Airways will be able to compete better with other airlines across shorthaul markets. Many of British Airways competitors on these routes can offer prices with smaller increments between price points. Today, with limited price points, when British Airways decides to close off a booking class and sell at the next price point there is a relatively large jump up to the next price.

3. Which fare products will have additional price points?

Shorthaul Club Europe semi flex fare products will have additional price points. Fully flexible fares will not have additional price points. The fare rules and conditions of the additional price points will be the same as existing Club Europe semi flex fares.

| | Fully flex? | Semi Flex? |
|----|-------------|------------|
| J | ✓ | |
| C | ✓ | ✓ |
| D | ✓ | ✓ |
| R | | ✓ |
| I* | | ✓ |

*Direct connection (such as NDC via Lime) only

4. Who benefits from the Additional Price Points?

Customers travelling point-to-point on a British Airways marketed and operated shorthaul flight will have access to Additional Price Points when booking through any channel in R, D & C classes. Customers booking via an NDC-connected travel partner such as Lime will have access to Additional Price Points in I, R, D & C classes.

5. How do I price/access the additional price points?

For trade partners, there are no changes to any of the NDC requests or responses to access the additional price points – Lime's Flights system will automatically return one of the additional price points if they happen to be the lowest available that match the request.

6. How do I know if I have been priced an APP fare?

There will be no new indicators, keywords or any changes to the NDC response that identify whether prices returned are additional price points or not. This is because it has no impact on any of the conditions of the booking.

7. Are APP fares available on all British Airways shorthaul flights including codeshares?

Club Europe additional price point fares are only available on shorthaul flights for point-to-point journeys that both are operated and marketed by British Airways. Codeshare flights operated or marketed by other carriers will not have the additional price points, nor will BA CityFlyer or franchises SUN-AIR of Scandinavia or Comair. Flights between LHR and MAD will not have additional price points until later in 2019. For information about available routes during the trial period, please visit our website.

8. Will I earn AVIOS on APP fares?

Avios can be earned on the additional price point fares as per the existing fares at the same rates.

9. Are any of the existing fare rules being changed?

Club Europe semi flex fare rules are not changing with the introduction of additional price points. The additional price points will have the same fare rules and attributes.

10. Will the introduction of APP fares impact existing bookings?

No. The price and conditions of the customer's existing ticket remain unchanged. If the customer decides to make a voluntary change to their booking the new ticket may be repriced per the original fare rules. For bookings made through NDC, and being changed through NDC, additional price points may be used for repricing ticket changes.

11. Is there a new account code for APP fares?

No.